oztam measuring audiences

# OzTAM Video Player Measurement (VPM)

Report coverage: 08/08/2016 - 04/09/2016
Total catch up minutes: 698.2 million

## All Networks - Top 10 Programs - Date: 08/08/2016 - 04/09/2016 - Number of Days: 28

| Network | Series | Episode | VPM Rating | Length (mins) | Minutes | Stream Starts | Posted Date |
|---|---|---|---|---|---|---|---|
| TEN | The Bachelor Australia | Season 4 Episode 8 (Ep.8) | 118,000 | 49.3 | 5,842,000 | 254,000 | 18/08/16 |
| TEN | The Bachelor Australia | Season 4 Episode 6 (Ep.6) | 102,000 | 49.6 | 5,062,000 | 224,000 | 11/08/16 |
| TEN | The Bachelor Australia | Season 4 Episode 10 (Ep.10) | 102,000 | 51.0 | 5,189,000 | 221,000 | 25/08/16 |
| TEN | The Bachelor Australia | Season 4 Episode 5 (Ep.5) | 94,000 | 50.2 | 4,719,000 | 209,000 | 10/08/16 |
| TEN | The Bachelor Australia | Season 4 Episode 7 (Ep.7) | 88,000 | 68.1 | 5,992,000 | 201,000 | 17/08/16 |
| TEN | The Bachelor Australia | Season 4 Episode 12 (Ep.12) | 86,000 | 50.7 | 4,361,000 | 171,000 | 01/09/16 |
| TEN | The Bachelor Australia | Season 4 Episode 9 (Ep.9) | 84,000 | 50.1 | 4,195,000 | 166,000 | 24/08/16 |
| TEN | The Bachelor Australia | Season 4 Episode 11 (Ep.11) | 82,000 | 49.2 | 4,028,000 | 162,000 | 31/08/16 |
| TEN | Offspring | Season 6 Episode 7 (Ep.7) | 73,000 | 44.4 | 3,235,000 | 133,000 | 24/08/16 |
| ABC | You Can't Ask That | Sex Workers | 60,000 | 23.5 | 1,400,000 | 84,000 | < 08/08/16 |

## ABC - Top 5 Programs - Date: 08/08/2016 - 04/09/2016 - Number of Days: 28

| Network | Series | Episode | VPM Rating | Length (mins) | Minutes | Stream Starts | Posted Date |
|---|---|---|---|---|---|---|---|
| ABC | You Can't Ask That | Sex Workers | 60,000 | 23.5 | 1,400,000 | 84,000 | < 08/08/16 |
| ABC | You Can't Ask That | Polyamorous | 59,000 | 19.4 | 1,135,000 | 85,000 | < 08/08/16 |
| ABC | You Can't Ask That | Muslims | 57,000 | 21.2 | 1,214,000 | 84,000 | < 08/08/16 |
| ABC | You Can't Ask That | Fat | 49,000 | 19.8 | 976,000 | 73,000 | < 08/08/16 |
| ABC | You Can't Ask That | Ex-Prisoners | 49,000 | 22.0 | 1,069,000 | 69,000 | < 08/08/16 |

## SEVEN - Top 5 Programs - Date: 08/08/2016 - 04/09/2016 - Number of Days: 28

| Network | Series | Episode | VPM Rating | Length (mins) | Minutes | Stream Starts | Posted Date |
|---|---|---|---|---|---|---|---|
| SEVEN | Home and Away | Thu 1 Sep episode 6495 | 31,000 | 21.4 | 665,000 | 62,000 | 01/09/16 |
| SEVEN | Home and Away | Thu 1 Sep episode 6494 | 31,000 | 21.7 | 667,000 | 64,000 | 01/09/16 |
| SEVEN | Home and Away | Wed 31 Aug episode 6493 | 29,000 | 21.6 | 626,000 | 60,000 | 31/08/16 |
| SEVEN | Home and Away | Wed 24 Aug episode 6488 | 29,000 | 21.7 | 621,000 | 65,000 | 24/08/16 |
| SEVEN | Home and Away | Mon 22 Aug episode 6486 | 28,000 | 21.9 | 607,000 | 64,000 | 22/08/16 |

## NINE - Top 5 Programs - Date: 08/08/2016 - 04/09/2016 - Number of Days: 28

| Network | Series | Episode | VPM Rating | Length (mins) | Minutes | Stream Starts | Posted Date |
|---|---|---|---|---|---|---|---|
| NINE | Married at First Sight | Episode 1 | 50,000 | 64.0 | 3,203,000 | 104,000 | 26/08/16 |
| NINE | Married at First Sight | Episode 2 | 43,000 | 59.3 | 2,522,000 | 91,000 | 26/08/16 |
| NINE | Married At First Sight S3 E3 | MAAT_3_3 | 41,000 | 52.6 | 2,161,000 | 81,000 | 31/08/16 |
| NINE | The Block | The Vault is Opened | 27,000 | 50.9 | 1,382,000 | 52,000 | 22/08/16 |
| NINE | The Block | Battle of the Master Bathrooms | 25,000 | 50.2 | 1,267,000 | 59,000 | 23/08/16 |

## TEN - Top 5 Programs - Date: 08/08/2016 - 04/09/2016 - Number of Days: 28

| Network | Series | Episode | VPM Rating | Length (mins) | Minutes | Stream Starts | Posted Date |
|---|---|---|---|---|---|---|---|
| TEN | The Bachelor Australia | Season 4 Episode 8 (Ep.8) | 118,000 | 49.3 | 5,842,000 | 254,000 | 18/08/16 |
| TEN | The Bachelor Australia | Season 4 Episode 6 (Ep.6) | 102,000 | 49.6 | 5,062,000 | 224,000 | 11/08/16 |
| TEN | The Bachelor Australia | Season 4 Episode 10 (Ep.10) | 102,000 | 51.0 | 5,189,000 | 221,000 | 25/08/16 |
| TEN | The Bachelor Australia | Season 4 Episode 5 (Ep.5) | 94,000 | 50.2 | 4,719,000 | 209,000 | 10/08/16 |
| TEN | The Bachelor Australia | Season 4 Episode 7 (Ep.7) | 88,000 | 68.1 | 5,992,000 | 201,000 | 17/08/16 |

## SBS - Top 5 Programs - Date: 08/08/2016 - 04/09/2016 - Number of Days: 28

| Network | Series | Episode | VPM Rating | Length (mins) | Minutes | Stream Starts | Posted Date |
|---|---|---|---|---|---|---|---|
| SBS | Versailles | S1 Ep1 | 22,000 | 54.4 | 1,180,000 | 55,000 | < 08/08/16 |
| SBS | Versailles | S1 Ep2 | 14,000 | 53.8 | 756,000 | 27,000 | < 08/08/16 |
| SBS | Roots | S1 Ep4 | 10,000 | 84.9 | 889,000 | 22,000 | < 08/08/16 |
| SBS | Versailles | S1 Ep3 | 9,000 | 51.2 | 469,000 | 18,000 | 01/09/16 |
| SBS | The Rise And Fall Of Versailles | S1 Ep1 - Louis XIV The Dream Of A King | 9,000 | 53.0 | 452,000 | 18,000 | < 08/08/16 |

## FOXTEL - Top 5 Programs - Date: 08/08/2016 - 04/09/2016 - Number of Days: 28

| Channel | Program | Episode | VPM Rating | Length (mins) | Minutes | Stream Starts | Posted Date |
|---|---|---|---|---|---|---|---|
| E! | Keeping Up With The Kardashians | Havana Good Night | 11,000 | 43.0 | 483,000 | 27,000 | 08/08/16 |
| E! | Keeping Up With The Kardashians | The Digital Rage | 11,000 | 42.0 | 445,000 | 23,000 | 22/08/16 |
| MTV | Ex On The Beach | Episode 1 | 8,000 | 44.0 | 362,000 | 19,000 | 17/08/16 |
| Showcase | The Kettering Incident | Madness | 8,000 | 52.0 | 410,000 | 19,000 | 08/08/16 |
| E! | Keeping Up With The Kardashians | Blood Sweat And Fears | 8,000 | 42.0 | 319,000 | 15,000 | 29/08/16 |

Please note: The report includes catch up minutes only and is not restricted to the five metropolitan cities. Live streaming channel viewing is not included. When broadcasters upgrade their video players, player measurement SDKs may take time to reach consumer devices (consumers need to update their apps) and may temporarily result in an under-reporting of a broadcaster video player figures. Refer to the VPM Guidelines at the OzTAM website.

**VPM Rating:** total minutes played divided by content length (rounded to the nearest '000).
**Length(mins):** duration in minutes of the program content.
**Minutes:** total number of minutes played across measured devices (rounded to the nearest '000).
**Stream Starts:** total number of times the video content began to play.
**Posted date:** the day the video content was first made available to play.

Top Programs are for episodes with a minimum length of 15 minutes.

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